

Communications Manager

Reports To: Head of Marketing and Communications

Team: Marketing & Communications

Location: Dunfermline / Hybrid – with regular travel across Scotland

Hours: 35 hours per week

Salary: Band 8

Overall Purpose of the Role

The Communications Manager leads how the Scottish SPCA speaks to the world, protecting and building the reputation of a charity the whole of Scotland cares about. This role owns proactive and reactive media relations, public relations, and internal communications, making sure our voice is trusted, consistent and true to who we are.

For a high-profile, media-scrutinised animal welfare brand, this is a role that matters every single day: securing the coverage that drives awareness and income, handling sensitive and difficult stories with care, and keeping colleagues informed and proud. The Communications Manager leads the storytelling team that tells rescue, rehabilitation and prevention stories in our own voice.

Key Responsibilities

Media & public relations

- Lead proactive media relations, generating positive coverage that builds profile and supports income and campaigns.
- Manage reactive and sensitive media, protecting the charity's reputation with sound judgement.
- Build strong relationships with journalists and act as a spokesperson when needed.

Issues & crisis communications

- Prepare for and manage issues and crisis communications, providing calm, clear advice under pressure.
- Maintain lines, protocols and spokesperson readiness for a scrutinised brand.

Storytelling & content

- Lead the storytelling engine, working with the Brand Journalist and Communications Officer to tell our stories in our own voice.
- Ensure a steady flow of rescue, rehabilitation and prevention stories across channels.

Internal & change communications

- Own internal communications that keep colleagues and volunteers informed and engaged, including through change.

Team leadership

- Lead and develop the Brand Journalist and Communications Officer.

Person Specification

The following sets out what we are looking for. We welcome applicants who meet the essential criteria and are excited to grow into the rest.

Education & Qualifications

Essential

- Educated to degree level or equivalent, or with equivalent professional experience.

Desirable

- Professional communications or PR qualification (e.g. CIPR).

Experience & Job Knowledge

Essential

- Significant experience in communications, PR or journalism, including media handling.
- Experience of managing sensitive or reactive stories and protecting reputation.
- Experience of producing compelling content across channels.

Desirable

- Experience of crisis communications.
- Line-management experience and internal-communications experience.

Job Related Skills / Competencies

Essential

- Outstanding writing and editing, able to shift tone for different audiences.
- Excellent news sense and media judgement.
- Calm, credible and persuasive under pressure.

Desirable

- Knowledge of the Scottish media landscape and of animal welfare issues.

Personal Attributes

Essential

- A genuine passion for animal welfare and a real commitment to our purpose to rescue, protect and lead.
- A warm, collaborative colleague who builds trust and brings people with them.
- Resilient and calm under pressure, with sound judgement in sensitive or high-profile situations.
- Curious and open to learning, comfortable with change and always looking to improve.
- High personal integrity, discretion and a strong sense of accountability for their work.
- Discreet, trustworthy and steady when the stakes and scrutiny are high.

Desirable

- A supporter-first mindset, always asking how a decision feels from the other side.
- Comfortable using data and evidence to shape decisions and tell a story.

Additional Relevant Criteria

Essential

- A commitment to the Scottish SPCA's values and to inclusive, respectful working with colleagues, volunteers and supporters.
- Willingness to travel across Scotland and to work occasional evenings or weekends for key events, campaigns or media moments, with notice.
- Eligibility to live and work in the UK.
- Willingness to be part of an out-of-hours media rota.

Desirable

- A full UK driving licence and access to a vehicle for work travel.
- An understanding of the animal welfare, charity or not-for-profit sector.